

REMARKS

The Examiner is thanked for the due consideration given the application.

Claims 1-34 are pending in the application. Withdrawn claims 35-47 have been canceled in the Amendment filed July 12, 2007.

Support for the amendments to claims 1 and 18 can be found in Figures 2-4. Other claims have been amended to improve antecedent basis.

No new matter is believed to be added to the application by this amendment.

Rejections Under 35 USC §103(a)

Claims 1-34 have been rejected under 35 USC §103(a) as being unpatentable over SOKEI et al. (U.S. Application No. 2003/0115097 A1) in view of SCHWAB et al. (U.S. Application No. 2002/0019777 A1), and further in view of ROMAN et al. (U.S. Publication 2002/0010634 A1). This rejection is respectfully traversed.

The present invention pertains to a method of buying back goods, e.g., computers, with improved efficiency. The present invention is illustrated, by way of example, in Figure 2 of the application, which is reproduced below.

FIG. 2

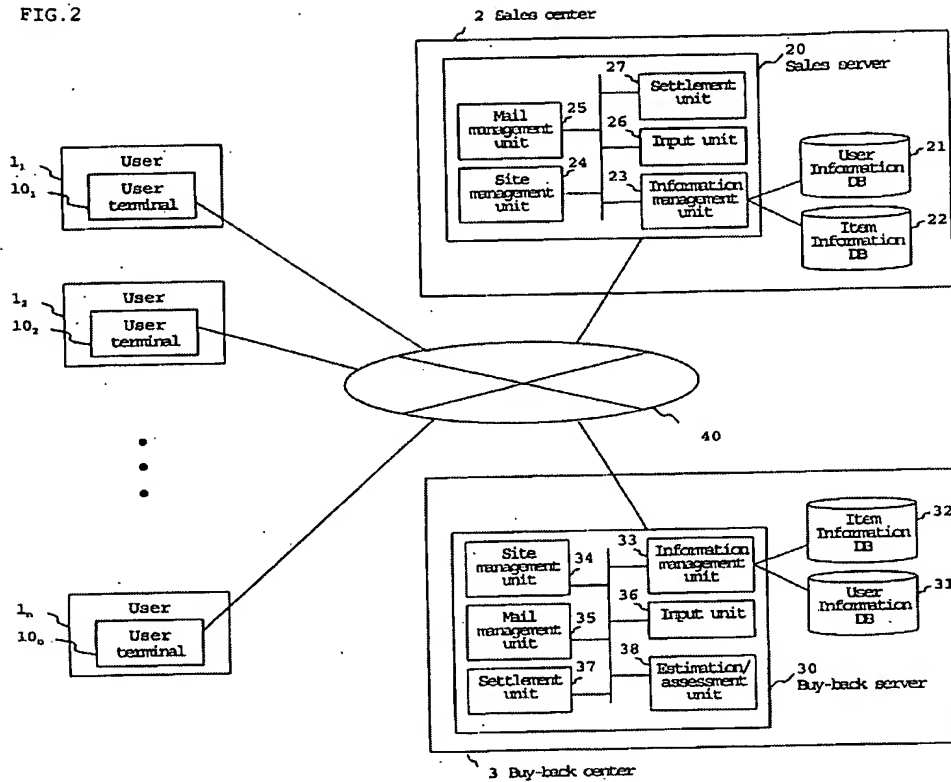
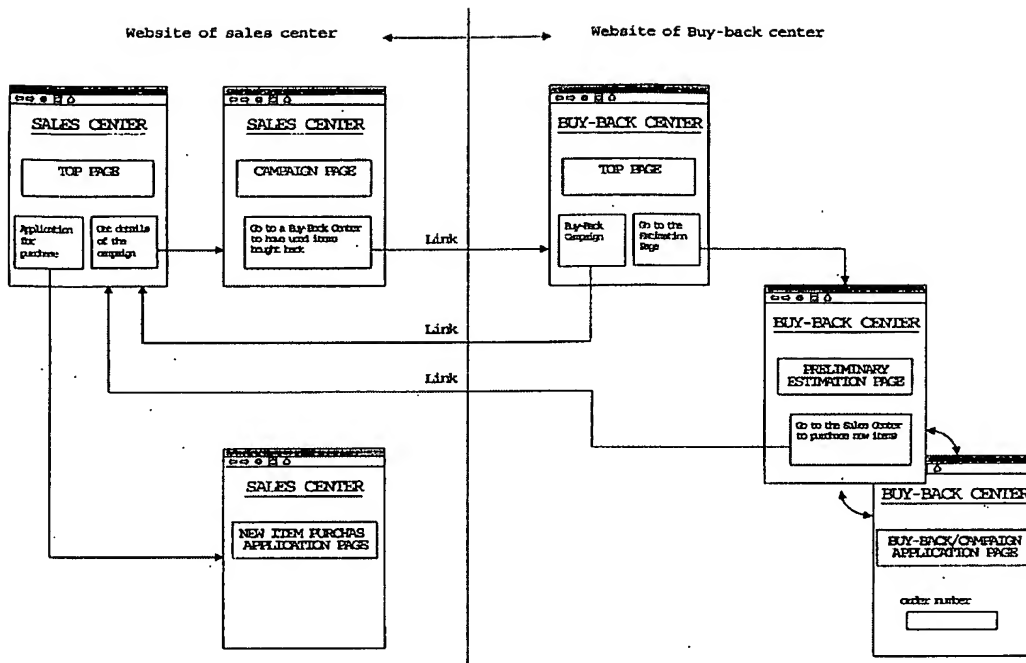


Figure 2 depicts a sales center 2, a buy-back center 3 and at least one user 1<sub>n</sub>, which are interconnected by network 40.

Among the features in Figure 2 (and that are recited in independent claims 1 and 18) include a sales center and a buy-back center, and each includes an item information database and a user information database.

Figure 4 of the application, reproduced below, shows two websites associated with the sales center and the buy-back center.

FIG. 4



As is set forth in claims 1 and 18 of the present invention, the buy-back center website includes a "preliminary estimation page."

Claim 1 (and similarly independent claim 18) of the present invention recite: "wherein said sales center, said buy-back center and said user are interconnected by said network, and said databases are searchable via said network."

SOKEI et al. pertain to a book recycling promotion device that recovers books *in situ*. The book recycling promotion device of SOKEI et al. is illustrated in Figure 1 of the reference, which is illustrated below.

The Official Action refers to paragraph [0033] of SOKEI et al., which states:

The book recycling promotion system comprises a book recycling promotion device 10, a terminal 20 to be used by a book purchaser (hereafter, purchaser terminal), and a network 30 which connects the book recycling promotion device 10 and the purchaser terminal 20. **It performs actual recovery (or collect) of books and cash back operations (payment for the books bought)** by a recovery company 40 according to the result of management processing at the book recycling promotion system. (Emphasis added).

It is clear that the recycling technology of SOKEI et al. pertains to a single device, and there is thus no need to utilize a network permitting searching of databases. The Official Action tacitly acknowledges this failure of SOKEI et al. at page 2, lines 22-23, stating: "Sokei et al. do not explicitly teach a method/system for buying back goods, comprising a sales center for marketing target goods."

The Official Action then turns to SCHWAB et al., which pertains to return of merchandise through third party locations, but the principle of operation must be changed in order to combine SCHWAB et al. with SOKEI et al. See *In re Ratti*, 270 F.2d 810, 123 USPQ 349 (CCPA 1959).

The Official Action turns to ROMAN et al. for teachings pertaining to e-tailing. Paragraphs 0024 and 0025 of ROMAN et al. detail dialog between ClickReturns.com and e-auction websites.

However, none of the cited art discloses or infers, alone or in combination, a sales center and a buy-back center with respective websites, where the buy-back center has an estimation page, and databases of the buy back center are searchable via a network.

One of ordinary skill and creativity would thus fail to produce independent claims 1 and 18 of the present invention from a knowledge of SOKEI et al. SCHWAB et al. and ROMAN et al. A *prima facie* case of unpatentability over independent claims 1 and 18 has thus not been made. Claims depending upon claims 1 and 18 are patentable for at least the above reasons.

This rejection is believed to be overcome and withdrawal thereof is respectfully requested.

#### **Conclusion**

The Examiner is thanked for considering the Information Disclosure Statement filed May 4, 2007 and for making an initialed PTO-1449 form of record in the application.

Prior art of record but not utilized is believed to be non-pertinent to the instant claims.

The rejections are believed to have been overcome, obviated or rendered moot, and that no issues remain. The Examiner is accordingly respectfully requested to place the application in condition for allowance and to issue a Notice of Allowability.

The Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 25-0120 for any additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R. § 1.17.

Respectfully submitted,

YOUNG & THOMPSON



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Robert E. Goozner, Reg. No. 42,593  
209 Madison Street, Suite 500  
Alexandria, VA 22314  
Telephone (703) 521-2297  
Telefax (703) 685-0573  
(703) 979-4709

REG/fb